

ORDER



Orders
Order / Rev: 50796
Alt Order #:
Product Desc: ESTIMATE 11636
Estimate: 11636
Flight Dates: 10/15/12 - 10/26/12
Original Date / Rev: 08/21/12 / 10/22/12
Order Type: CIA - O

KTVX-TV

Primary AE: Office Accounts
Sales Office: SLC
Sales Region: Local

Agency Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 1580 Lincoln Street
 Denver, CO 80203

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Matheson for Congress 2012
Demographic: HH
Product Codes: US Congress
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/26/12	60	\$22,260.00	\$18,921.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	60	\$22,260.00	\$18,921.00	0.00
Totals	60	\$22,260.00	\$18,921.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KTVX	10/15/12	10/21/12	M-F 6a-630a GMU M-F 6a-630a GMU	CM	6a-630a	11111--	:30	5	\$95.00	P-3	0.00	NM	5	\$475.00
N 2	KTVX	10/15/12	10/21/12	M-F 630a-7a GMU M-F 630a-7a GMU	CM	630a-7a	11111--	:30	5	\$130.00	P-3	0.00	NM	5	\$650.00
N 3	KTVX	10/15/12	10/21/12	Good Morning America GMA 7a-9a	CM	7a-9a	11111--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
N 4	KTVX	10/17/12	10/17/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	--1----	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
N 5	KTVX	10/19/12	10/19/12	Good Things Utah GTU 10a-11a	CM	10a-11a	----1--	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
N 6	KTVX	10/16/12	10/16/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	-1-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
N 7	KTVX	10/19/12	10/19/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	----1--	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
N 8	KTVX	10/15/12	10/18/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	1111---	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00
N 9	KTVX	10/15/12	10/21/12	ABC4 News at 4p ABC4 News at 4p	CM	4p-430p	11111--	:30	5	\$250.00	P-2	0.00	NM	5	\$1,250.00
N 10	KTVX	10/15/12	10/21/12	ABC4 News at 430p ABC4 News at 430p	CM	430p-5p	11111--	:30	5	\$250.00	P-2	0.00	NM	5	\$1,250.00
N 11	KTVX	10/15/12	10/21/12	ABC4 News at 5p ABC4 News at 5p	CM	5p-530p	21121--	:30	7	\$250.00	P-2	0.00	NM	7	\$1,750.00

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Advertiser: Matheson for Congress 2012
 Product Desc: ESTIMATE 11636
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KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 12	KTVX	10/15/12	10/21/12	ABC4 News at 6p ABC4 News at 6p	CM	6p-630p	11111--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
N 13	KTVX	10/20/12	10/20/12	Sat ABC4 News @ 5p Sat ABC4 News @ 5p	CM	5p-530p	-----1-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
1	KTVX	10/20/12-10/20/12		Sat ABC4 News @ 5p		5p-530p	-----Sa--	:30		(\$175.00)		0.00	NM		
				See MG 13.2 [Sports Overrun]											
2	KTVX	10/24/12-10/26/12		Good Things Utah		10a-11a	--wThF----	:30		\$175.00		0.00	NM		
				Ⓜ MG for 13.1 10/20 [MG due to Sports Overrun]											
N 14	KTVX	10/21/12	10/21/12	SUN ABC4 News @ 5p SUN ABC4 News @ 5p	CM	5p-530p	-----1	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
N 15	KTVX	10/16/12	10/16/12	M-F 630p-7p M-F 630-7p	CM	630-7p	-1-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
N 16	KTVX	10/15/12	10/15/12	Mon Spec Mon 7p-10p	CM	7:00 PM-8:30 PM (7:00 PM-8:30 PM)	1-----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
N 17	KTVX	10/18/12	10/18/12	Thu Reg 2 Grey's Anatomy 8-9p	CM	8p-9p	---1---	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
N 18	KTVX	10/15/12	10/21/12	ABC4 News at 10pm M-EM M-F 10p-1036p		10p-1036p	11121--	:30	6	\$550.00	P-2	0.00	NM	6	\$3,300.00
N 19	KTVX	10/20/12	10/20/12	ABC4 News at 10pm Sa Sa 10p-1030p	CM	10p-1030p	-----1-	:30	1	\$325.00	P-3	0.00	NM	1	\$325.00
N 20	KTVX	10/20/12	10/21/12	ABC4 News at 10pm Su Su 10p-1030p	CM	10p-1030p	-----1	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
N 21	KTVX	10/17/12	10/17/12	Nightline M-F 1036p-1103p	CM	1036p-1103p	--1----	:30	1	\$285.00	P-3	0.00	NM	1	\$285.00
N 22	KTVX	10/19/12	10/19/12	M-F 11p-1130p M-F 1103p-1133p	CM	1103p-1133p	----1--	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
													Totals	60	\$22,260.00